

IN THE CLAIMS

Please amend the claims as follows:

1-23. (cancelled)

24. (currently amended) A system for providing a rotatable label about a container, the system comprising:

an outer label ~~having first and second edges~~ comprising a leading edge and a trailing edge, a front surface and a back surface surfaces, and a transparent region for viewing underlying indicia disposed on the container or an inner label affixed to the container;

a ~~first~~ temporary adhesive disposed on the back surface of the outer label, the temporary adhesive [[for]] temporarily coupling the outer label to [[a]] the container or [[an]] the inner label while the outer label is wrapped about the container or the inner label affixed to the container; and

a ~~second~~ permanent adhesive disposed adjacent to the ~~second~~ trailing edge on the back surface of the outer label for securing the ~~second~~ back surface of the trailing edge [[on]] of the back surface outer label to the front surface of the outer label, the removal breaking of the first temporary adhesive allowing the secured outer label to rotate about the container or the inner label affixed to the container.

25. (currently amended) The ~~rotatable label~~ system of claim 24, wherein the container ~~outer label~~ has a slip agent disposed on at least a portion of the ~~back surface~~ container or the inner label affixed to the container to limit [[the]] an ability of the back surface of the outer label to permanently adhere to a portion of ~~an outer surface of~~ the container or a portion of an outer surface of [[an]] the inner label affixed to the container.

26. (currently amended) The ~~rotatable label system~~ of claim 24, wherein the ~~first~~ temporary adhesive has a viscosity of about 278 cP at 250°F at ~~100~~ 27/100 rpm.

27-31. (cancelled)

32. (currently amended) A system for providing a rotatable label system about an object, the system comprising:

an inner label ~~having~~ comprising a front surface, the front surface having indicia disposed thereon, the inner label configured to be affixed about ~~[[an]]~~ the object;

an outer label ~~having~~ comprising a leading edge and a trailing edge ~~first and second edges, a front surface and a back surface~~ surface, and a transparent region for viewing underlying indicia disposed on the front surface of the inner label;

a ~~first~~ temporary adhesive disposed on ~~[[a]]~~ the front surface of the inner label, the temporary adhesive ~~[[for]]~~ temporarily ~~adhering~~ coupling the back surface of the outer label to the front surface of the inner label ~~front surface~~ while the outer label is wrapped about the inner label; and

a ~~second~~ permanent adhesive disposed adjacent to the trailing ~~second~~ edge of ~~[[on]]~~ the back surface of the outer label, the permanent adhesive ~~[[for]]~~ securing the back surface of the trailing ~~second~~ edge of the outer label to the front surface of the outer label, the breaking removal of the ~~first~~ temporary adhesive allowing the outer label to rotate about the inner label.

33. (currently amended) The ~~rotatable label system~~ of claim 32, wherein written indicia is disposed on ~~the inner label and~~ the front surface of the outer label.

34. (currently amended) The ~~rotatable label system~~ of claim 32, wherein the ~~first~~ temporary adhesive comprises at least one dot of temporary hot cement adhesive.

35. (currently amended) The ~~rotatable label~~ system of claim 32, wherein further comprising a slip agent is disposed on the front surface of between the inner label and the outer label.

36-40. (cancelled)

41. (currently amended) The ~~rotating label~~ system of claim 24, wherein the ~~first~~ temporary adhesive comprises at least one dot of temporary hot cement adhesive.

42-45. (cancelled)

46. (currently amended) A system for providing a rotatable label system about a container, the system comprising:

~~a container;~~

an outer label ~~having~~ comprising a leading edge and a trailing edge, a first and second edges, front surface and a back surface surfaces, and a transparent region for viewing underlying indicia disposed on the container;

a ~~first~~ temporary adhesive for temporarily ~~adhering~~ coupling the back surface of the outer label to the container or ~~[[an]]~~ a front surface of an inner label affixed about the container; and

a ~~second~~ permanent adhesive ~~disposed~~ adjacent to the trailing second edge on the back surface of the outer label for permanently securing the back surface of the trailing second edge of the outer label on the back surface to the front surface of the outer label, the breaking removal of the ~~first~~ temporary adhesive allowing the outer label to rotate about the container.

47. (currently amended) The ~~rotatable label~~ system of claim 46, wherein the ~~first~~ temporary adhesive is applied to a front surface of the container.

48-49. (cancelled)

50. (currently amended) The rotatable label system of claim 46, further comprising a slip agent disposed on the front surface of the inner label or the container ~~between the outer label and the container or inner label.~~

51. (currently amended) The rotatable label system of claim 46, wherein the ~~first~~ temporary hot cement adhesive is applied to a front surface of the inner label.

52. (cancelled)

53. (new) A label application method comprising:

- providing an inner label having a front surface with indicia disposed thereon;
- affixing the inner label about an object;
- providing an outer label having a leading edge and a trailing edge, a front surface and a back surface, and a transparent region for viewing underlying indicia;
- disposing a temporary adhesive on the back surface of the outer label;
- wrapping the outer label about the inner label, the temporary adhesive temporarily coupling the back surface of the outer label to the front surface of the inner label; and
- disposing a permanent adhesive adjacent to the trailing edge of the back surface of the outer label, the permanent adhesive securing the back surface of the trailing edge of the outer label to the front surface of the outer label, wherein the breaking of the temporary adhesive allows for the outer label to rotate about the inner label.